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Holly Futures

*(a joint stock company incorporated in the People's Republic of China with limited liability under the Chinese corporate name 弘業期貨股份有限公司 and carrying on business in Hong Kong as Holly Futures) (the "**Company**")*

(Stock Code: 3678)

PROFIT ALERT

This announcement is made by the Company and its subsidiaries (collectively, the "**Group**") pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company would like to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the a preliminary review by the Group's management on the unaudited management accounts of the Group for the year ended 31 December 2020 and information currently available to the Board, it is expected that the profit attributable to owners of the Company for the year ended 31 December 2020 will be increased by approximately 200% to 230% as compared with the same period of 2019. The Board considers that the expected increase is primarily due to: (1) the increase in gain of the Company from the deduction of trading fees as compared with same period of last year; (2) the increase in asset management business as compared with same period of last year; and (3) the increase in investment income as compared with same period of last year.

As the Group is still in the process of preparing the annual results announcement for the year ended 31 December 2020, the information contained in this announcement is only based on the preliminary review on the unaudited management accounts of the Group for the year ended 31 December 2020 by the Board, and such information has not yet been confirmed and reviewed by the audit committee of the Company nor audited by auditors of the Company. As such, the information contained in this announcement is subject to finalization and adjustments (if necessary).

Shareholders and potential investors are advised to consider carefully the annual results announcement of the Company for the year ended 31 December 2020 which is expected to be published in March 2021.

Shareholders and potential investors are advised to exercise caution when investing or dealing in the securities of the Company.

By order of the Board
Ms. Zhou Jianqiu
Executive Director

Nanjing, the PRC
15 March 2021

As at the date of this announcement, the Board consists of Mr. Zhou Yong and Ms. Zhou Jianqiu as executive Directors; Mr. Xue Binghai, Mr. Jiang Lin and Mr. Shan Bing as non-executive Directors; and Mr. Wang Yuetang, Mr. Lam Kai Yeung and Mr. Huang Dechun as independent non-executive Directors.